

QUALITIES OF A GOOD SALESMAN

A. NEAT APPEARANCE

When you go out to do any soliciting at all, a neat, clean appearance is a must, not only to impress the potential advertiser, but also to increase your own self-assurance. Your hands and face should be clean and your clothes pressed, but above all, you should be clean-shaven. If you are satisfied that you are dressed to go out looking for a good job, then you are dressed correctly for solicitation. A neat appearance usually makes a good impression, one thing very necessary in a solicitation.

B. SINCERITY

You should at all times be as sincere as possible, but again, don't overdo it. Too much sincerity, like too much of anything else, harms your cause more than it helps. Fluency is another extremely important factor in your sales talk. You should avoid stumbling over what you have to say, and at all times sound and be sure of yourself. However, there is one danger to this. Fluency can be carried to the extent where it becomes a mechanical blurting of facts. Obviously, this sounds, looks, and is very bad. Don't memorize what you have to say, but merely know the facts thoroughly and be able to use them as a skeleton for the fairly elastic structure that your salestalk should always have.

C. PREPARATION

In connection with what was said above, it should be clearly understood that preparedness for solicitation is of the utmost importance. Get the notion out of your head that you can become a super-salesman overnight, and that because of this sudden transformation you will be able to go out and see a would-be sponsor without any preparation whatsoever. You must always be equipped with certain fundamentals: first, know the facts about radio advertising and what it can do for a sponsor; then you should have a rate card, a calling card, a business brochure, and certain basic facts about the man's business. You should list in fairly permanent fashion all the potential selling points which the store or product has (i.e. Blue Jay offers four-hour cleaning service, Liggett offers charge accounts, etc.)

Furthermore, you should be able to present to the prospective advertiser evidence of additional services that WYBC offers. Such services include Audio-Research polls, door-knob hangers, posters, program courtesies, and Proof Of Performance sheets. The Public Relations Department should be consulted for these data.

Finally, WYBC's Continuity Department writes commercial copy --without additional charge--for the advertiser. It might be helpful to take a sample commercial with you.

D. TELEPHONING OR WRITING A POTENTIAL ADVERTISER

A definite don't in local advertising is to telephone or write someone you could see just as easily. A sponsor can brush you off much faster over the phone than he can ever hope to do if you are there in person. Letters are to be avoided entirely unless they are absolutely necessary and extremely well-written. No letter should be sent to any potential advertiser without it being approved first by the Business Manager or the Advertising Manager.

E. COURTESY

When you are talking to your man, don't set yourself up as a critic of either his store or of what he has to say. This may seem pretty obvious, but many have ruined their chances of getting an ad through their lack of tact and common decency. Be courteous, don't antagonize your man, and treat him with kid gloves throughout.

F. INTEREST

As was said before, show interest in the store, in the product, and in what the man has to say. Try to show the man you are selling that you will help him as much as you can. Propose certain continuity ideas to him, and listen to his suggestions and follow them as much as is humanly possible. However, if a client's suggestions for commercial copy are singularly bad and would do more harm than good, take the matter up with a Continuity and/or Business Department member.

G. ATTITUDE

Your attitude towards the potential sponsor should be congenial and free from strain, as you would like his attitude to be towards you. Don't go into the store looking like an expectant father, or like someone who's walking the last mile. Don't scratch your head, bite your nails, or indulge in any similar acts which can be classified as unworthy of a kindergarten undergraduate. All this simply goes to prove one thing,--that the attitude you take towards the sponsor's product and the product you are selling is what makes or breaks you with a ~~xxxxxx~~ potential advertiser. The impression that you make is the most important factor in the entire solicitation.

H. FIRST MINUTES OF ACTUAL SOLICITATION.

The prime object in a salestalk is to get the potential sponsor interested in what you are selling, the organization you represent, and the facts you are presenting to him. An entire section of this pamphlet has been devoted to the first minutes of solicitation because what the salesman does during this time, and primarily the impression he creates, are vitally important and might spell the difference between a negative and an affirmative answer. It is best to precede the talk about advertising by chatting about some other subject, whether it is pertinent to the salestalk or not.

This is, for the most part, left up to the discretion of the individual salesman. You might, for example, talk about the station---how it functions, its past history, etc. In other words, bring the talk to an informal plane, as if the man you are talking to were a friend, not someone you are trying to wangle a few bucks from. That is something which it is imperative to avoid.

When you walk into the store of a potential sponsor, the first thing you should do is introduce yourself, but not in this fashion: "My name is Joe Doakes, I represent WYBC, the Yale Broadcasting Company, and I wonder if I could interest you in some advertising?" This will immediately put the man on the defensive, and you've practically lost the round right there. You should rather say something like this: "My name is Joe Doakes, I represent WYBC, the Yale Broadcasting Company, and I'd like to tell you something about our organization," or "I wonder if I could have a few minutes of your time..." You can go on from there. Your prime objective should be to get the man interested in what you have to say, get him in a relaxed mood, a mood in which he will be disposed to listen.

I. BASIC POINTS TO BE STRESSED IN SELLING ADVERTISING

1. Effect of repetition in radio advertising.
2. Power of the spoken word over the written word.
3. Necessity to emphasize the name of the place, location, and particular product which will appeal to the Yale student.
4. The fact that we are a non-profit organization permits us to have lower rates.
5. We advertise to one type of person--the 6,000 Yale student.
6. Our share of listening audience is in a 3-1 ratio over all the other stations combined.
7. We supply a service to the Yale community by putting on an interesting schedule of programs which Yale students appreciate. Therefore, we have a good steady listening audience.
8. In many cases, advertising is important because Yale men form their buying habits now. (Pertaining to Freshmen in particular.)
9. Sponsors benefit from advertising in two ways--the immediate effect and the long-range effect. When a need arises, the Yale student will have several places in mind where he can obtain the product. The Brand name or the name of the store can best be placed in the mind of the student by continually repeating it over WYBC.

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8. In many cases, advertising is important because Yale men form important groups, and the more listening to Freshmen in particular, and Sophomores and Juniors in other ways--the more important advertising becomes. When a need arises, Yale men are in places in mind where we can reach them. The brand name or the name of the store can best be placed in the mind of the student by repeating it over WBC.

10. WYBC was founded in 1940, and has been successfully operating for over twelve years. It is a non-profit organization, entirely non-subsidized by the University, which pays for its operational costs solely through its sales of advertising. This is a clear index of the fact that New Haven merchants have faith in the results which WYBC will bring them.
11. WYBC is a charter member of the Ivy Network, which comprises the college radio stations at Brown, Cornell, Dartmouth, Harvard, Pennsylvania, Princeton, and Yale.

J. ANSWERS TO STANDARD REPLIES

Here are some replies which are most frequent from would-be sponsors, and some suggested answers:

1. "I'm very sorry, but my budget is filled at the moment; come in some other time."

Radio advertising is not geared to bring immediate results, although in many cases immediate results have been obtained by the use of this medium. Radio advertising, especially on the Yale scene, aims at long range results, something we call the buying habit. Our commercials are written with this in mind. We strive to direct the Yale student towards a certain store, for a certain product, and by constantly reminding him we try to establish a habit of associating his needs in a certain field with a certain merchant. Radio advertising is something which cannot be limited to an advertising budget, because its results are much more extended than those for which the budget is intended. Your budget might cover a year, but the buying habit which WYBC's advertising will form covers over 6000 students who spend \$10,000,000 per year, for four years.

2. "I'm already advertising in the Yale Daily News, and various other publications. I don't feel that any other advertising would benefit me for this year."

The Yale Daily News is a fine publication, but the type of advertising which WYBC offers is of completely different nature. Radio advertising bases itself on repetition, and while the reader of a newspaper or a magazine may fail to notice the ads, a listener cannot avoid the commercials, unless he turns his radio off. The quality of the programs which WYBC presents assures us that he will not stop listening. The spoken word controls the human mind to such an extent that one does not have to be consciously listening to the commercial to grasp it. Radio advertising produces a latent learning effect upon the mind of the listener. If for example a student listens to a clothing store commercial for a certain amount of time, when the need for some clothing and the consequent need for selecting a store arises, he will ~~xxxx~~ unconsciously associate his needs with the store whose name he has heard over the radio.

My roommate provided me the other day with a very good example of the power of the spoken word. He was lying on the couch reading a magazine with the radio turned on. The announcer said "It's two-o'clock and time for Mr. So and So and all the little So's and So's." My roommate jumped up, saying "That's guy's crazy, it's only 1:30!" This seems to me to be an outstanding example of sub-conscious listening. My roommate was not consciously paying attention to what was going on over the radio, but was concentrating on what he was reading. Yet what the announcer said struck his sub-conscious, focused on the radio. He therefore gave an immediate reaction to the announcer's words.

3. "We just don't want to do any advertising this year. Besides, we are in the path of most of the Yale students."

It is extremely important for you to keep your name in front of the Yale students so that when he passes your store, he will automatically form a connection between the name he has heard and the product associated with it.

4. "I feel that I am too far from the University to benefit by advertising." (It is assumed that the place will have something to offer at a more reasonable price than the stores around the campus.)

If the Yale man knows that you have a product which he needs, at a more economical price than the stores around the campus, he will be willing to go out of his way to save money. It is up to you to tell him what you have to offer and why he should buy it from you.

5. "We do not feel that we should advertise. No Yale man would come this far out of his way to eat a meal." (Restaurants from $\frac{1}{2}$ mile to infinity away from campus.)

Many Yale men, especially those who have dates, enjoy a meal in a pleasant atmosphere away from their usual eating conditions. You should advertise to take advantage of this fact.

6. "I have too much business already and don't see why I should advertise."

Here at Yale, you have over 6000 potential customers. Common sense tells you that the best way to make money would be to get them to buy your product. For this reason it would be well worth your while to advertise over WYBC, for the Yale students listen to their college radio station. We have a listening ratio of 3 to 1 over all other stations combined.

It is possible to think up an infinite number of situations with an equal number of responses. It is up to you to adapt yourself and your selling points to the particular situation. Although all possible situations are not covered here, common sense and a firm belief in WYBC are the best sales tactics.

CLOSE OF A .

This part of the solicitation is nearly, if not just as important as the beginning. It is during this time, after he has given his answer, that you can determine his future feelings as far as a second visit is concerned. There ought to be no need to emphasize politeness and good manners towards the prospect. If he refused to advertise, just because you didn't sell the guy is no reason to get wise. Remember, your actions are reflected upon the station in the long run, because you represent the station. There is one thing you must do. You must leave a future opening. That is, you must leave the prospect in a certain frame of mind so he will not be annoyed if you or someone else comes to see him again.

SOLICITATION REPORTS

A solicitation report is something which will not only help the next solicitor, but will help you just as much when you go to see your would-be-sponsor for a second time. When you are writing a solicitation report, don't think of yourself as a gag-writer for Hope, because although it all may seem quite humorous to you, it will probably confuse the next man who looks that report up. Don't be either humorous or vague. Here are some musts in compiling a solicitation report:

- 1) Be clear and explicit.
- 2) Mention any helpful factors about the man you interviewed.
- 3) Be concise, but not laconic to the point of drying your comment down to 3 or 4 words.
- 4) A solicitation report isn't a philosophical dissertation, so don't assume, deduce, or any of the such. Be factual.
- 5) Try to place yourself in the other man's shoes. What would you like to know about the place, its possibilities, its owner, its potential selling points? Try to answer as many of these questions as you can.
- 6) Try to answer these questions:
 - a) what kind of a person is the manager (owner)?
 - b) what were his prime objections?
 - c) why didn't you sell him if you didn't?
 - d) what points did you sell him with, if you did?

Finally try to remember that the solicitation report is the link which connects WYBC to all of its prospective sponsors. Your object should be to make this link as strong as possible.

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